

below. The partner entry page permits the end user to select the type of content which the customer or end user will have the ability to see. It is to be noted that the present invention provides for exclusive relationships between a sponsor and an end user. The email newsletter itself is broken into a plurality of categories. The partner can select the types of content which will be presented to the end user.

[0056] The newsletter/e-zine of the present invention has, in one embodiment, four basic systems, each of which is designed to be an effective system for an organization to communicate with a client, prospects, and referral sources. In the most preferred embodiment, the system is a comprehensive contact management system. In one embodiment, the system is an advanced electronic marketing system that uses push technology with HTML, knowledge-based emails. In one embodiment, the invention produces a portable website with various containers of information.

[0057] As used in this application, the term container refers to a piece of information that has its own unique buttons and which represent a functionality related to an item. As shown in FIG. 4, the present invention may have the following containers. These include a custom toolbar 203 with special buttons that provide six links to a sponsors web page 205, an announcement section 202, the content items 204 and the task system. It is to be appreciated that the buttons, in one embodiment, may be customized and that the email contact point for a sponsor may also be customized.

[0058] The present invention may use a conventional sniffer software that enables it to determine whether the system of the recipient can accept HTML emails. The special email is automatically sent with a web address that merely clicks on to receive the mail. Because this email is linked to a special address on the web, the browser will be able to display all of the information in the same manner as if it were capable of receiving HTML.

[0059] As shown in FIG. 6, the system incorporates a system 214 which lets the end user link to and select the interest categories of information they want to receive. As shown, this may comprise a plurality of areas of legal content. Alternatively, the system will comprise other content. The custom email may then be created for each user by combining multiple categories into one email. Users can convert each item of information into the reminder portion of the system. As shown, users can view and select resources and products that specifically relate to a particular item of information. Sponsors can communicate with their email list through the use of the announcement feature of the system.

[0060] It is also to be noted that the newsletters may be downloaded as an audio file such as in an MP3 file.

[0061] As shown in FIG. 4, sponsors or resource members can then utilize banner ads 211 that promote their products or services. Sponsors can also author their own items for use within the system. A response system for each content item back to the sponsor can be sent to the proper person. By significant reporting of click through activity, sponsors can analyze and manage the system.

[0062] As noted above, an interest category contains a series of articles that is selected by the user. The system is designed to manage content in many different categories of information.

[0063] Each category will typically comprise a major topic with subtopics. Examples of major topics include sales, marketing, human resources, business finances, personal finance, management, operations, technology, business tax and personal tax. The invention can be utilized to produce a plurality of category types. These include law, accounting, medicine or engineering.

[0064] When a sponsor starts utilizing the system, the initial email is based on a sponsor selected interest category. After the initial selection, the user is free to add or subtract categories by clicking on interest categories in the numbers section of the system as shown in FIG. 5.

[0065] Referring back to FIGS. 4 and 5, the system further provides the announcement container to allow a sponsor to send announcements to his email list. One of the critical features of the invention is that a different announcement can be sent to different users of the system. By using the announcement feature, the sponsor can save time and money in the communication with clients and prospects. The announcements will cover any type of information. Examples include seminar announcements, press releases, employee promotions, change of address mergers and acquisitions, new products, new services, special promotions, new employees, etc.

[0066] Announcements may be delivered to any user on an email sponsor's list. A sponsor can alternatively select or limit the group to whom announcements are sent. These selections will be available by type of email (that is client prospect and employee); category of email (industry, title, size of company); location of email (office, ownership, state, city or region). Each announcement has a number of elements. These include "more information" (unlimited space for the details of the announcement); a "contact me" automatic email back to the appropriate person in the sponsor's organization.

[0067] This email is pre-populated with the sender's contact information as well as details of the announcement. This sender can also add any comments or questions to the announcement. The system further contains a tasks section that provides the ability to convert the announcement into a task and/or forward it to a member of a team or non-team member.

[0068] As noted above, a further feature of the present invention is the incorporation of a task system that allows a user an its organization to manage projects, teams and specific tasks of a user. This is shown in FIG. 7. Each article 204 can be automatically converted into a task and assigned to an individual with a due date. The task system is designed to assist the user in managing new ideas and facilitates the assignment of tasks to any member of a group. Any individual who is assigned a task has an email forward. The system further incorporates a "status of tasks to be reviewed" section which is available by clicking "reports" on the email button. Tasks are segregated between tasks that are completed and those that are not completed. Each column of information may be sorted separately. Because the report is available online, tasks can be managed anywhere that an internet connection exists. If the item is not completed, an email may be sent with the next email. FIG. 8 illustrates a comprehensive sheet which illustrates the status of open task items. A further related feature of the invention is a system which provides for the creation of